

## ENSURING THAT ADVERTISEMENTS ARE PLAYED

### Abstract of the Disclosure

A system may confirm that advertising was played as originally intended. For example, in one embodiment, a  
5 system may determine that an advertisement was played as originally intended and in return, a credit may be provided to the user. This credit may be the ability to play content that the user wishes to play or the credit may be in the form of rewards that are provided to the user, as  
10 another example. Thus, the system determines whether the advertisements are played correctly, for example, by detecting watermarks encoded within the advertising, and in return, provides indications that reward the user for playing the advertisement as intended.